

WILD WELFARE ANNUAL REPORT 2022



A sun bear we met this year during our training in Laos.

THANK YOU FROM OUR CHAIRMAN

As we celebrate 10 years of Wild Welfare's work, it's worth reminding ourselves of the reasons that the organisation came about in the first place.

There were two lines of thought that led to Wild Welfare's conception and birth. Although there are an estimated 10,000 captive wild animal facilities, including zoos, aquariums, sanctuaries, and rescue centres, around the world today, only about 10% of those have any form of established animal welfare standards. Those that do are almost entirely within the membership of the mainstream zoo and aquarium or sanctuary associations. In addition, those of us first involved in the creation of Wild Welfare saw the need, through personal experience, of helping individual zoos that lacked the resources, knowledge, and training to create and sustain adequate care and welfare standards.

A second driving force was that the mainstream zoo community had little interest and involvement at the time in addressing poor zoo standards outside their own associations. This despite the fact that zoos with poor standards tainted the public reputation of all zoos, good and bad. The public criticism of substandard zoos and aquariums and even of the zoo community in general had been growing for some time, fuelled by some individuals and organisations in the welfare and animal rights arena. Some of that criticism was justified and there was no mechanism then within the mainstream zoo community to try to address the problem. A few of the more practically oriented welfare organisations tried to provide help in some of the highly publicized 'poor welfare' cases, but they did not have the expertise, nor more critically felt able to stay to help those institutions for the longer term. The situations in Kabul and Baghdad Zoos following the US led military actions there, together with a number of high-profile welfare issues involving a number of African Zoos led to considerable funds being raised to support work in these cases, part of which was then used to kick start Wild Welfare into life as a duly chartered UK charity.

What we have been able to do, apart from bringing considerable and varied practical animal welfare experience to this challenge, has been to steadily and patiently develop trusting and long-lasting working relationships both with those who partner with us and those we seek to help. This is perhaps the most important factor in Wild Welfare's success. This ability, whether built through direct onsite involvement, or through our many online programmes, has been critical to Wild Welfare's growth and worldwide acceptance. The accumulated decades of practical animal management experience within the staff, advisors, volunteers, and trustees are of course essential to our work, but so much of it also depends on the way that our partners of all description, individual or institutional, are treated and given respect. To do all that well is a skill in itself and combined with certain personality traits is not given to all of us! As Board Chairman I am very proud of our working staff team and their abilities.

The founding this last year of Wild Welfare US greatly enhances the Wild Welfare 'family's' ability to expand our work both geographically, in the scope of what we do in support of our Mission and in the time that we can spend with partners to ensure long terms positive results. The fact is that a very large number of zoos, aquariums, and sanctuaries throughout the world still need the sort of help we can provide and there is no shortage of demand for it. An organisation like ours works in a sense towards a day when we should never be needed. However that day is still a long way away and all the help that you, our readers, can give us will nevertheless bring that day nearer!

David Jones. Board Chair.



Dr David Jones
Chairman & Founder

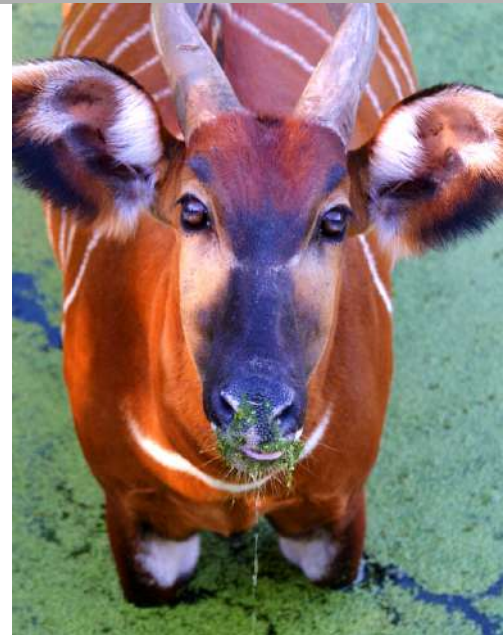
2022 HIGHLIGHTS



FROM AROUND THE WORLD

During the global lockdowns of 2020 and 2021, the team talked often about when the world would open up again. We looked forward to our work returning to practical, in-person training in comparison to the purely virtual efforts of the previous two years. However, nothing could have prepared us for the intensity of the schedule which would become our reality throughout 2022. It's been a busy year!

The past 12 months have been full of heartening reconnections and reminders of the impact our work can truly have. Meeting the animals whose welfare we have helped to improve, and the people who have been instrumental to those positive changes has been invigorating. Fresh hope and new energy has come from every corner of the globe and has tided us through tiring and sometimes frantic schedules. We are so proud to have achieved so much during this very special year.



Celebrating our 10 year anniversary!

We have had an amazing time celebrating our anniversary during 2022 as Wild Welfare gained double digit status. The milestone has been marked by a variety of events including a special webinar, fundraising challenge, historical throwbacks and much reminiscing by the team. As well as reflection on the past, the anniversary has been a good reminder of what can be achieved and therefore where our strategic aims will be for the future.

In-person training across nine countries

Being able to get back into the field after two years of absence has been incredibly gratifying for the team. We have conducted in-person training and workshops across Malaysia, Vietnam, Brazil, Laos, the UK, Indonesia, Japan, Spain and The Netherlands. throughout the course of the year, with an even wider impact being felt across many other regions of the world.

Continued Virtual Training

As well as our in-person training events, we have continued to maintain a virtual presence with online seminars. Our hybrid approach to training ensures animal welfare knowledge and empowerment can reach as many animal care communities as possible whilst being environmentally conscious and cost effective. We have delivered bespoke training across the USA, Cayman Islands, the UK and Japan, as well as our ever popular webinars, watched by a global audience.

New Partnerships and Old Friends

As always, we have remained a considerably collaborative charity, forming new partnerships with international animal welfare organisations such as IFAW, and travel companies such as Explore. As well as our new connections, we have maintained old friendships, working extensively with the The Elephant Sanctuary in Tennessee, and several animal coalitions and zoological associations throughout the year.

2022 HIGHLIGHTS



FROM AROUND THE WORLD

USA Registration of New Charity

In February the formalisation of Wild Welfare (U.S.) was finalised. Links with the U.S. have always been strong and having a registered charity in the U.S. can increase our capacity and resources. Wild Welfare's name, mission, objectives, and articles of association will be shared by both branches of the organisation, allowing for synergy between the two charities as Wild Welfare continues to tackle the most pressing issues facing wild animals in captivity around the world.

Auditor Training

Our auditor training regime has gone from strength to strength and country to country this year, with auditor training workshops taking place across multiple facilities in Brazil and Japan. With a well-trained team of auditors, facilitated by Wild Welfare, zoological associations are able to assess the welfare status of more facilities and reach more animals, affecting positive changes and welfare improvements.

Specific Facility Support

During 2022, as well as working with zoological associations, we have offered support to specific facilities as well. Low Kawi Wildlife Park in Sabah has welcomed us several times over the course of the year, with work involving capacity building, staff training and enclosure renovations. The support has primarily centred around improvements for the elephants thus far but it is hoped that future collaborations can have an impact on multiple taxa within the facility.

Wildlife and Tourism

Through our partnership with travel company Explore, and our continued narrative regarding animal-friendly tourism, we are creating a lasting impact on ethical eco-tourism. By annually reviewing the list of potential facilities which Explore packages visit, we are helping to promote and support ethical practices which prioritise animal welfare.

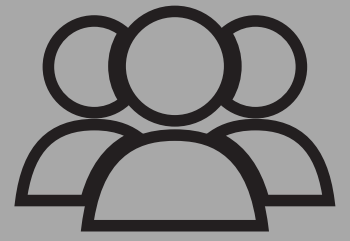


An orangutan enjoying some enrichment in our Partner For Animals facility in Thailand



Margaret training an elephant in protected contact management in Sabah

2022 IN NUMBERS



25+

Presentations and workshops delivered (in-person & online), including international conferences, webinars and tailored training.



Simon presenting at the SEAQA conference in Bali

63+

Countries we have had an impact in with our animal welfare work across the globe.



1,100+

People trained in animal care & welfare concepts, and practices around the world.



Training group in Laos

40+

Freely accessible animal welfare resources developed and translated into multiple languages.



UPDATES FROM OUR PROJECTS AND PARTNERSHIPS



Auditor training in Japan.

JAPAN

In December we conducted two in-person auditor training workshops in Japan with over 40 participants in attendance. JAZA members from facilities across the country joined the training at Ueno Zoo in Tokyo or Kyoto City Zoo in Kyoto. The workshops involved both classroom sessions to understand the theory behind auditing practice, and practical sessions within the zoos themselves, carrying out mock audits. Over the year we have been supporting JAZA in the creation of their welfare standard and checklist, ensuring it is as robust as possible. We have also been maintaining virtual connections through [online presentations](#) discussing the animal welfare implications in captive facilities within Japan such as animal cafés.

BRAZIL

Our work in Brazil this year has involved auditor training, conference attendance and conducting audits ourselves. We regularly collaborate with AZAB and are always impressed with the enthusiasm shown towards our training materials and the animal welfare concepts we are discussing. During 2022 we trained a new group of welfare auditors within Brazil in the summer, then returned in the winter to conduct audits with the new trainees on facilities within the country. 36 out of a potential 42 AZAB member zoos and aquariums have now been audited to date by combined Wild Welfare and AZAB teams. The intent is to have audited all member facilities by the end of 2023. We are also assisting with the development of their new certification process, standard and checklist.



Elephant foot care workshop, São Paulo Zoo, Brazil

UPDATES FROM OUR PROJECTS AND PARTNERSHIPS



Enrichment workshop in Sabah.

MALAYSIA

Our visit to Sabah in April marked the return to in-person project visits after two years of absence. Since then we have revisited Sabah several times throughout the year, working primarily with Lok Kawi Wildlife Park, as well as several sanctuary facilities and conservation organisations such as Seratu Aatai.

Our partnerships within the country are enabling us to advise on captive animal care in several facilities, with a particular focus on elephants. We have also opened up discussions with palm oil plantation owners about animal welfare and facilitated skills transfer workshops. We continue to work on the repatriation of Siti the macaque from Sabah to Sulawesi.

VIETNAM

Our work within Vietnam has been massively impacted by the Vietnamese e-learning programme this year, including a visit to the country to conduct an in-person training course for six Vietnamese animal sanctuaries. The digital version of the course has been utilised more than 542 times since launch in August and we continue to receive positive feedback from Vietnamese users.

Our attendance of the SEAZA conference was also an opportunity to meet up with the Vietnamese Zoological Association (VZA) to ensure the continuation of our partnership. We are keen for the VZA to be key distributors of the e-learning programme within their membership, as well as the potential for more in-person training in 2023.

Sarah and Simon with training programme delegates in Vietnam.



UPDATES FROM OUR PROJECTS AND PARTNERSHIPS



Simon picking up enrichment road map posters translated into Lao.

LAOS

November marked our first fieldwork project visit to Laos in Wild Welfare history. In partnership with Free the Bears, we conducted our first in-person e-learning training programme which was a great success. The people we worked with in Laos were very receptive to our training and keen to implement many creative changes for the animals in their care. We also learned that Thai is widely understood across Laos so we are hopeful that our translated resources can be utilised within the country as well.

Whilst there, we also took the opportunity to hold a meeting with government officials about adopting legislation and standards around captive wild animal facilities.

Elsewhere

Being a global organisation means that we aim to have a positive impact on animal welfare around the world. From virtual seminars about reptile welfare delivered to American and Cayman Island audiences, to international conference presentations given across Europe. We have spent 2022 sharing our welfare knowledge and practical experiences with a truly global audience. In light of the current war in Ukraine, we have also supported the EAZA emergency appeal to provide aid to Ukrainian facilities.

Closer to home for most of the team, as well as delivering lectures discussing animal welfare concepts across the UK, we were invited to comment on the updated zoo management licensing standards for the country via additions to the proposed new Standards of Modern Zoo Practice.



Sarah about to deliver two presentations about the e-learning programme to the EAZA welfare forum.

NEW STAFF AND TRUSTEES

Meet The Team

As well as four new board members elected to join the team of trustees over the course of 2022, we also welcomed a new Communications Manager to the UK team.

Kezia Fentiman - Communications Manager

Kezia joined the team as our new Communications Manager. She has previously worked for a veterinary referral centre, managing their communications content and has spent time working at an animal sanctuary in Malawi. She said "I feel so lucky to be joining a team who are working towards such meaningful change for animals across the world."



Alejandro Grajal - Trustee

Alejandro is President and CEO of the Woodland Park Zoo in Seattle, USA. He is currently on the World Association of Zoos and Aquariums (WAZA) council and has previously worked on the Association of Zoos and Aquariums (AZA) board of directors. He is actively exploring how zoos reconnect people with animals and drive pro-environmental behaviours..

Paloma Bossa - Trustee

Paloma is the Technical Director of Parque Das Aves, overseeing the institutional transformation to focus on birds of the Atlantic Rainforest. Paloma is a specialist in animal behaviour and welfare and her principal passions are overseeing high standards of welfare and integrated conservation of ex-situ populations of threatened species.



Judy Mann - Trustee

Dr Judy Mann holds the position of Executive – Strategic Projects with the Two Oceans Aquarium Education Foundation in Cape Town. She holds a master's degree in Ichthyology, a bachelor's degree in Business Administration and PhD in Culture and Environmental Learning from the University of Queensland in Australia. She is President Elect of the International Zoo Educators Association (IZE) and serves on WAZA council.

Kumar Pillai - Trustee

Kumar is the Director of Animal Care for Mandai Wildlife Group (MWG). He sits on the membership committees for WAZA and Southeast Asian Association of Zoos and Aquariums (SEAZA). Kumar was also instrumental in driving initiatives for MWG to ascertain animal welfare accreditation by Zoos and Aquarium Association Australia (ZAA).



PILLARS STRATEGY - THE NEXT FIVE YEARS

Our Pillars of Work

During 2022, we developed a strategy for the next five years and beyond. This is based on the idea of 6 pillars which support the organisation and uphold the overall priority of improving wild animal welfare.

These pillars support our purpose and values while directing our activities and actions. All Wild Welfare activities fall under one or more of these six pillars of work.

1. Develop networks which promote good animal welfare outcomes.
2. Improve public understanding of animal welfare.
3. Support the development of animal welfare legislation.
4. Create animal welfare resources which empower animal care staff.
5. Deliver Animal welfare training which generates sustainable change.
6. Develop resources and techniques to improve welfare for animals in the wild.

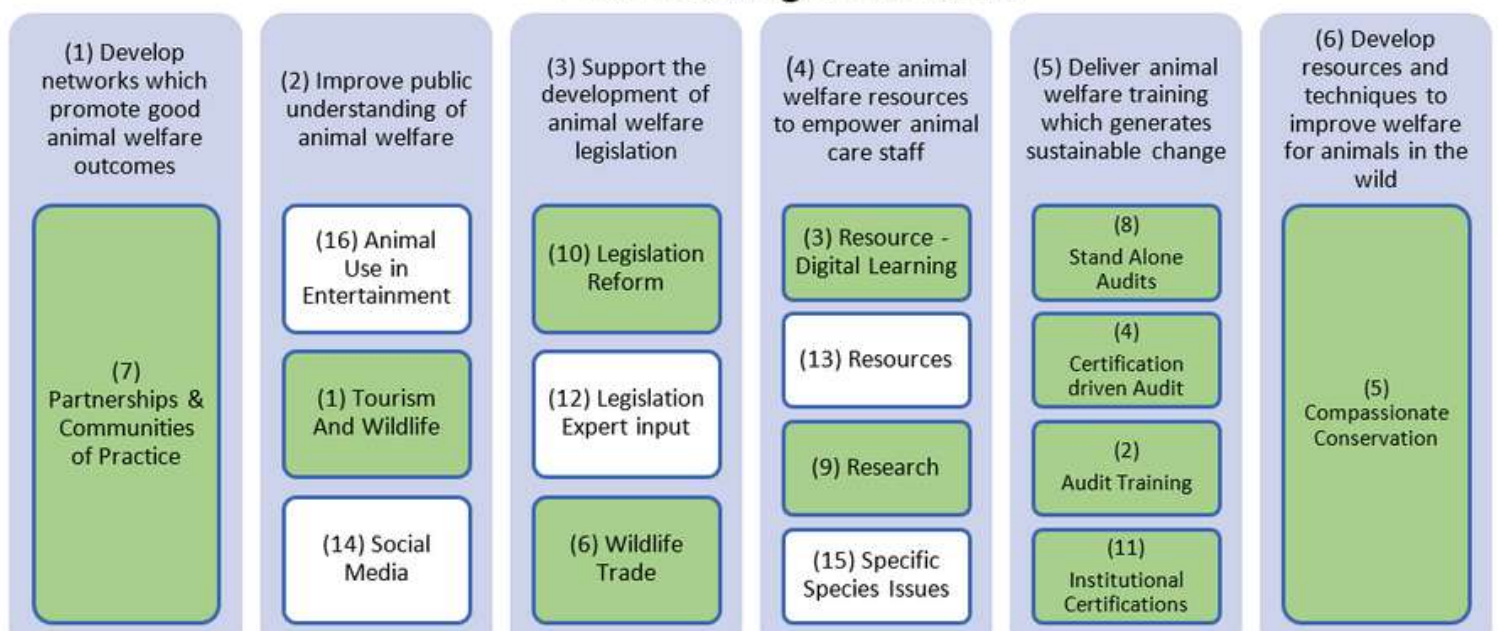
Our primary objective is to expand Wild Welfare's reach and impact by engaging with industry, associations, NGOs, and governments to further the understanding and application of good animal welfare practices for captive and free ranging wild animals.

OUR PROGRAMME AREAS

As part of the strategy we have defined our areas of activity for project action prioritised in the list below:

1. Tourism and Wildlife
2. Audit Training
3. Resources: Digital Learning
4. Certification-Driven Auditing
5. Compassionate Conservation
6. Wildlife Trade
7. Partnerships and Communities of Practice
8. Stand-Alone Audits
9. Research
10. Legislation Reform
11. Institutional Certification
12. Legislation Expert Input
13. Resources
14. Social Media
15. Species-Specific Issues
16. Animal Use in Entertainment

Pillar and Programme Areas



A pictorial example of how the pillars and areas of action interlink.

WILD ABOUT WELFARE DIGITAL EDUCATION PROGRAMME

The e-learning programme has seen a lot of progress this year with a launch into Vietnamese and continued usage from Japanese and English speaking audiences. Launching the programme in Bahasa Indonesia is imminent over the next few months with a Thai translation scheduled for summer 2023.

To date the programme has been downloaded over 15,000 times in over 63 different countries worldwide.

The programme continues to be used across a wide range of facilities, including zoos, aquariums, animal sanctuaries, rescue centres, conservation projects, universities, colleges and other educational organisations.

Practical Programme

In November, two trials of the practical edition of the programme were undertaken in Vietnam and Laos, in partnership with Free the Bears. The five-day in-person course gives learners the experience of being guided through the theoretical training materials together, as well as opportunities for group discussions and collective decisions regarding the scenario-based activities, questions and practical elements of the course.

During the two training programmes we conducted in Asia, we hosted enclosure assessment activities, feed presentation challenges and enrichment design sessions, all within the five-day format of the course. The practical elements allowed for further application of theoretical learning, as well as a way to support a variety of different learner styles.

Both programmes were met with overwhelmingly positive feedback, with new networking friendships being formed and plenty of lightbulb moments of understanding.



Sarah talking through the theoretical learning in Laos.

PLANS FOR THE FUTURE

After gaining valuable feedback, both from online users and in-person projects, we are starting to put together a plan for the future of the programme.

As well as continued translations to ensure the learning material is as accessible as possible, we want to take additional steps for the programme to maintain its accuracy and relevance. With that in mind, we plan to correct errors highlighted to us by programme users and improve the reliability of some of the content.

In particular we want to change the Zoos In The 21st Century module to a more generic Captive Animal Facilities In The 21st Century module, including more information specific to sanctuaries and rescue centres.

Simon conducting a practical exercise with learners in Vietnam.



Research Project

In Partnership with the University of Edinburgh and the Jeanne Marchig International Centre for Animal Welfare Education, we have launched a pilot study to further examine the links between prosocial education and animal welfare. Using surveys given to e-learning users before and after interaction with the programme, we hope to track animal welfare knowledge acquisition and attitude shifts towards animals and care duties.

E-LEARNING FEEDBACK

"It feels new and fresh, it's well written and easy on the eyes, so on all levels it is a wonderful tool."

David Page - Zoo Conservation and Education Director, Canada.

"Thank you so much for this accessible, enriching, and free learning experience!"

Nathan Fernandez -
Programme User, India.

"What a useful and interesting course! It's exactly the course I've been seeking for ages."

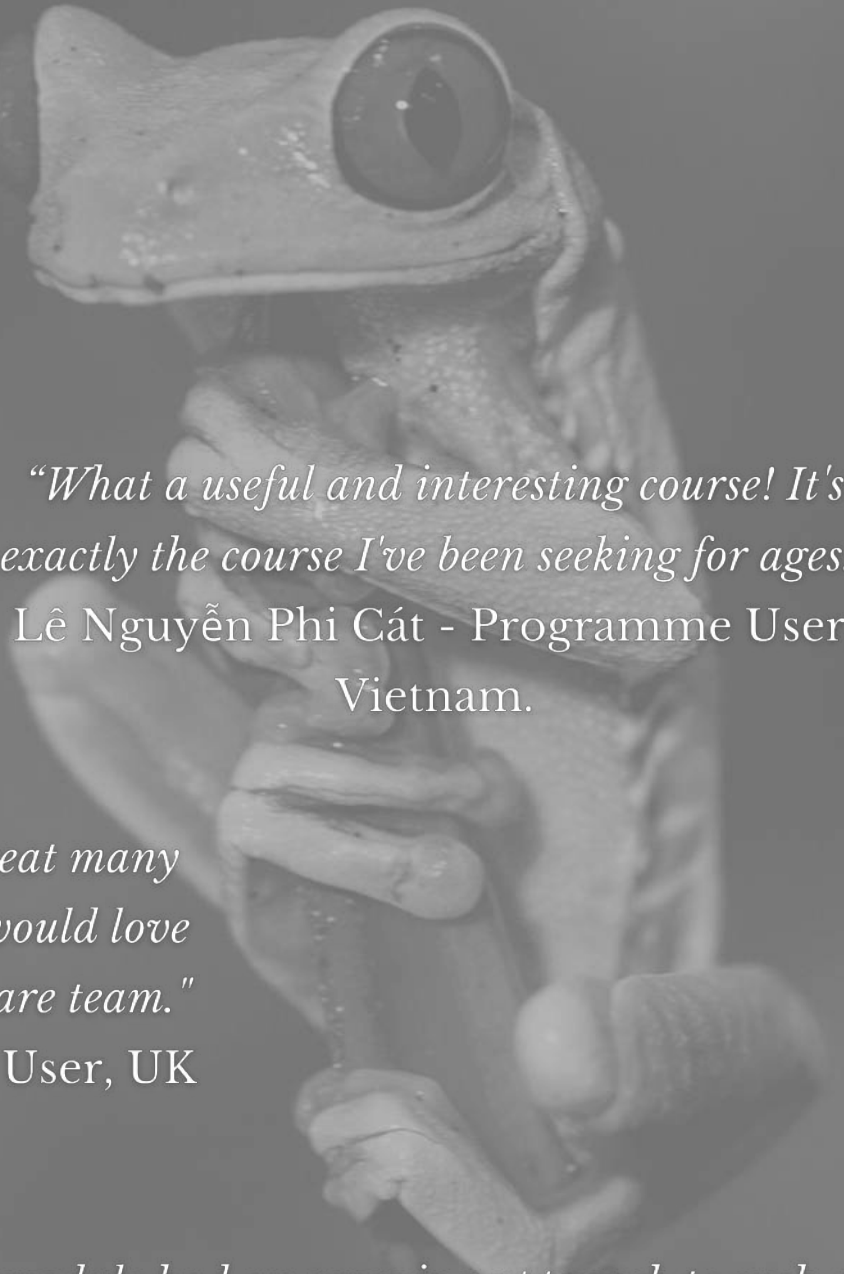
Lê Nguyễn Phi Cát - Programme User,
Vietnam.

"The course has given me a great many ideas for enrichment which I would love to put forward to the animal care team."

Hannah Ross - Programme User, UK

"The Nutrition and Feeding module had an amazing approach to such a complex topic, being easily understandable and very interesting. I believe the programme has had a great impact on my knowledge of wild animal welfare and will surely improve the quality of life of animals that I will care for in the future."

Crisiele Junges Ramgrab - Programme User and Veterinary Student, Brazil.



WILD WELFARE (U.S.) UPDATE

Over the course of the year, we have been working hard to finalise and launch Wild Welfare (U.S.) The new charity officially gained non-profit charitable status in the USA in September and shares the same mission and objectives as Wild Welfare itself. This will allow for synergy between the two charities as Wild Welfare continues to tackle the most pressing issues facing wild animals in captivity around the world.

Overseeing the development of Wild Welfare (U.S.) is Kris Vehrs who was appointed president of the organisation in February. She said "The formation of Wild Welfare US provides exciting new opportunities for improvements in animal welfare worldwide. It is my honour to work with the trustees of both Wild Welfare US and Wild Welfare UK on this important goal."

As part of the registration process, team members visited North America in April for two in-person meetings to identify progressive steps of action. The meeting was hosted by The Elephant Sanctuary in Tennessee and we also visited long standing supporters and partners such as San Francisco Zoo who are members of our Partner for Animals Programme.

The Wild Welfare UK team wanted to establish the U.S. branch of the charity in order to engage with the North American supporter base, reach a broader audience and secure the future of the charity. We hope this will provide exciting new opportunities to advance animal welfare improvements globally.

Now Wild Welfare (U.S.) is a registered charity, the US team, headed by Margaret Whittaker as executive Director and the newly formed board of trustees, will focus on developing a strategy for fundraising and building their visibility and reach across the USA. Wild Welfare UK and Wild Welfare US will work in conjunction, developing their own projects and strategies, but keeping the philosophies and mission the same so the joint vision of a world where every captive wild animal is able to thrive and live a good life can be achieved.



Dave meeting with staff from The Elephant Sanctuary in Tennessee.

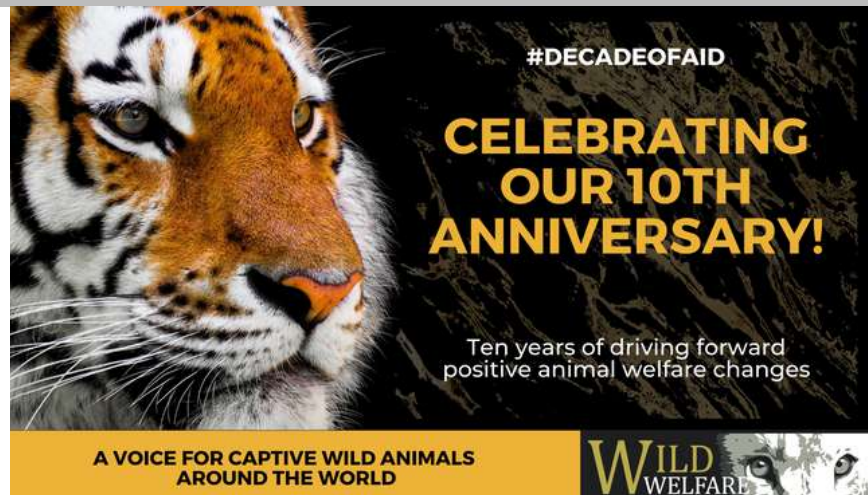
"There has always been a strong link and common sense of purpose between our partners and supporters on both sides of the pond. By having a registered charity in the US, we can build on the success of Wild Welfare and increase our capacity and resources. This is the first step of expanding Wild Welfare's physical presence around the world and helping us achieve our long-term goals."

Simon Marsh, Director



OUR 10 YEAR ANNIVERSARY CELEBRATION

We spent the entirety of 2022 celebrating our 10 year anniversary, and it was fantastic to share in the excitement over the milestone with our supporters. From global fundraisers to reflective blogs written by our team, and videos to highlight our impact, it's been a packed programme full of nostalgia. However, it's also been an opportunity to take what we have learned over the past decade and use it to drive forward the animal welfare action we want to take into 2023 and beyond.



2022 Timeline

January

We start the year by sharing our timeline of progress since inception.



March

Sharing of supporter testimonials.

February

We explore our global reach in this [reflective staff blog](#).

May

Celebrating being back out in the field after two years with a project visit to Sabah.

June

The launch of our Walk Around The World fundraising challenge event which was a great success.



August

Sharing our 10 ways to support us narrative.

October

An Evening With Wild Welfare Webinar - the team sit down to have a chat on past impact and future plans.

Click here to watch



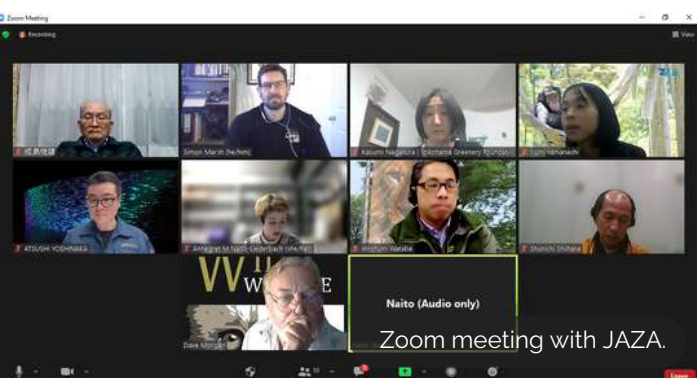
December

Concluding our 10 year celebrations with a video celebrating the milestone.

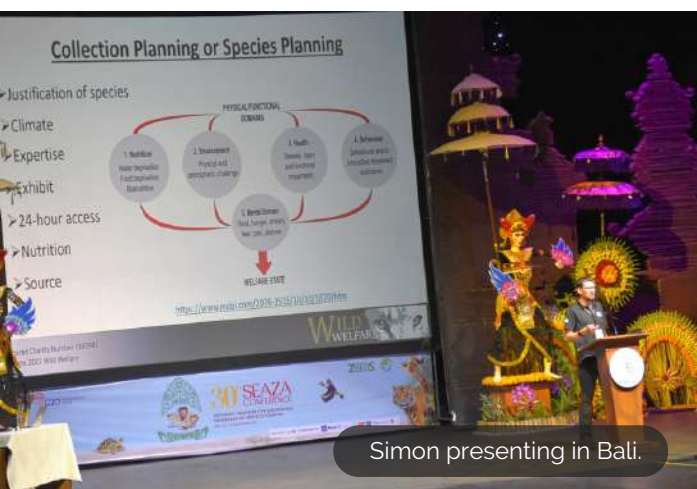
TRAINING ACTIVITIES



Training group exercise in Japan.



Zoom meeting with JAZA.



Simon presenting in Bali.

With the world opening up again after two years of lockdowns, our staff have been operating on a hybrid system, conducting both in-person and online training sessions. This has proven to be an incredibly efficient way of ensuring an effective use of available resources and time, alongside tangible impact.

This also increases our reach, both in terms of geographical regions and individual facilities which ultimately equates to more animals being impacted through increased knowledge, understanding and confidence on welfare topics and species-specific needs.

TRAINING ACTIVITIES AT A GLANCE

- **JAZA welfare standards training (virtual) - Japan**
- **Animal welfare concepts (virtual) - Cayman Islands**
- **JAZA audit training (hybrid) - Japan**
- **AZAB audit training (in-person) - Brazil**
- **Animal welfare concepts (hybrid) - UK**
- **About E-learning (in-person) - Netherlands**
- **Animal care and welfare (in-person) - Spain**
- **Behavioural management approach (virtual) - multinational**
- **Veterinary training (virtual) - multinational**
- **Reptile welfare (virtual) - USA**
- **KAZA welfare training (virtual) - South Korea**
- **Elephant management (in-person) - Sabah**
- **E-learning Programme (in-person) - Laos**
- **E-learning Programme (in-person) - Vietnam**
- **Japanese animal cafes (virtual) - multinational**
- **Zoological business narrative and e-learning (in-person) - Bali**

WEBINARS



Our Welfare For Wildlife Webinars (in conjunction with Global Animal Welfare) have continued to be a popular resource this year. With a new episode rolled out nearly every month throughout 2022, the hour long lecture series has discussed a wide range of topics from protecting pangolins in Vietnam to the impact of light on animals under human care.



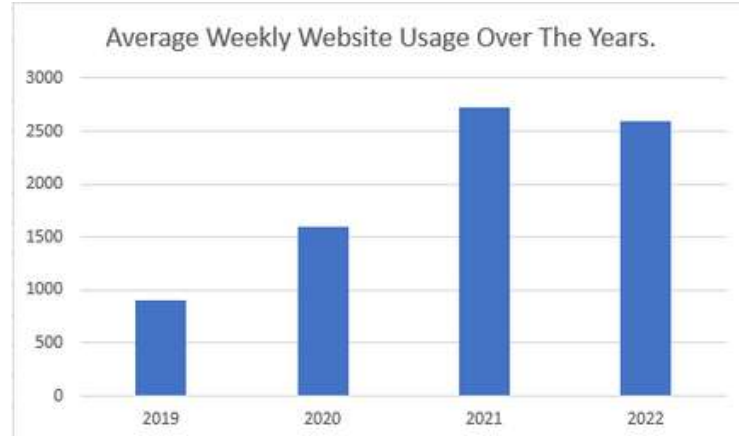
GLOBAL
ANIMAL
WELFARE

With continued interest and viewership across our YouTube channel and social media platforms, the webinars have not only been an excellent opportunity to share information about animal welfare, but also to bring our vision and mission to the attention of new audiences.

GROWING OUR ONLINE SUPPORT

Social Media and Website Usage

Our website continues to attract a substantial amount of traffic every week. Users are particularly engaged by our resources, with our e-learning programme and enrichment pages consistently among the top few weekly hits. We have seen significant growth in our website traffic over the years as can be seen in the graph and our aim is to continue this upward trajectory through our use of Google Ads and social media to direct traffic to the site.



Social media engagement numbers also continue to increase steadily and with our recent return to fieldwork, these platforms have been a fantastic way to share more about our project work than what can be included in a written news update. Videos in the form of stories, live feeds and reels have been hugely popular and give followers a real flavour of what the project looked like, as well as the people and animals we have met and impacted.

Online support is a critical aspect to continue to garner public support, as well as ensuring our online resources can reach and teach as many individuals caring for animals as possible.



7,006+



1,823+



160+



1,825+



650+

SITI THE MACAQUE



Work continues in order to help move Siti the macaque from her current situation to a new facility which can offer her a better standard of welfare. She is a rescued ex-pet who is currently living on her own and would benefit from a new life where she would be able to climb, forage and socialise with other macaques.

The repatriation of Siti began last year when we launched our fundraising appeal specifically for her move back to her native Sulawesi. Unfortunately, complications arose regarding veterinary testing and transport methods. We continue to do everything in our power to ensure that her move takes place and is as stress-free as possible for her.

CONCERN REPORTS AND ACTION FROM AROUND THE WORLD



Our concern reporting system, which was freshly relaunched at the start of the year, has continued to provide us with opportunities in which to offer assistance to animal facilities and investigate claims of concern over animal welfare.

We have maintained an up to date log of the concern reports which we receive and now have over four years worth of valuable data from which we can extrapolate trends and patterns. This may help to direct our work in the future or could provide data for an in-depth study regarding global welfare concerns or public perception of welfare needs.

CASE STUDY: ACTION FROM A REPORT

In January, we received a detailed concern report from an individual who had visited a facility primarily housing foxes in Japan. Details of issues were supplied by the informant such as social conflicts between the foxes, improper handling from care staff and stereotypical behaviours which had been observed. Photos were also sent along with the report showing injured foxes, primarily suffering from puncture wounds.

After receipt of this report, we reached out to our connections at the Japanese Animal Welfare Society (JAWS) to see if they had any additional information about the facility. After several months of communication between ourselves, the informant and JAWS, an action plan was formulated based on the information given.

Due to the evidence provided, it was decided to report the facility in case legal action was necessary. We have continued to assist in facilitating action for this specific facility where possible.

This is just one example of several circumstances in which we were able to push forward a form of action from a concern report this year. Over the course of 2022 we received 41 concern reports.

SPEAKING UP FOR ANIMALS

Although we are not a campaigning organisation, we are still keen to lend our voice to petitions and campaigns that have an impact on animal welfare. Over the past year we have added our signature to many petitions which align with our vision and mission.

- Animals kept in Hanoi botanical garden
- Capture and keeping of wild cetaceans
- AFA global animal welfare resolution
- Asian elephant tourism activity advertisements
- Big cat public safety Act
- Japanese macaques as gift to Uruguay
- Vietnam pig farm extension plan
- Bestiality videos on Twitter
- Brexit Welfare Coalition action
- Brown bear in Finland

We are also active members of several coalitions working towards better welfare outcomes for animals across the world.

FUNDRAISING REPORT

Wild Welfare receives donations from a range of supporters including zoos, trusts and foundations, partner organizations including NGOs and companies, and members of the public.

Over the course of 2022, we raised nearly £5,000 from individual donations made by members of the public to support our work, including from challenge events, regular giving, online shopping and Gift Aid. This unrestricted income is enormously helpful in enabling us to direct the funds to where they are needed in terms of identified animal welfare outcomes.

The 2022 Challenge Event

During 2022, we launched a fundraising challenge to 'Walk Around The World For Animal Welfare', in celebration of our 10 year anniversary, which took place in June 2022. This was Wild Welfare's first bespoke online fundraising event and we were really pleased with the response with teams taking part from around the world, including Longleat Safari Park and the Lake District Wildlife Park in the UK, as well as teams from Perth Zoo, Australia.

At A Glance:

- **103 fundraisers**
- **74 donors**
- **20 teams**
- **£2,345 raised**
- **4,231 miles walked**



Final team leader board.



Fundraising page on the Enthuse platform.

The participants raised £2,345 in support of our work and walked a total collective distance of 4,231 miles which meant that we reached the continent of Asia (virtually), visiting many of our project countries en route. The event was well received by the participants, significantly increasing engagement between us and our supporters. Overall we were really encouraged by the results.

Project Support

We are also really grateful to have received a number of generous donations in direct support of specific projects in 2022, including from the following organisations:

- Mandai Nature towards the funding of the Thai language translation of our Digital Education Programme 'Wild About Welfare.'
- The Elephant Sanctuary for our elephant welfare programme in Sabah, Malaysia.
- Zoos Victoria's funding of our online veterinary training programme.
- The Joanna Toole Foundation towards the relocation of Siti the Macaque to the Tasikoki Rescue Centre's Primate Sanctuary in Sulawesi, Indonesia.

Fundraisers

We were also delighted to have supporters raise funds for Wild Welfare by holding birthday fundraisers on Facebook, raising a total of £378 for our work! For more information on the different ways to get involved and support our work, click [HERE](#).

FINANCIAL SUMMARY 2022

2022 saw Wild Welfare return to normal operational activity, with an increase in field work and in-person training. This welcomed growth in delivering training and educational activities to our project partners saw a rise in our expenditure from 2021. The continued use of online platforms to carry out virtual training, when appropriate, keeps costs down for us and our partners, as well as having fiscal benefits. It also reduces our environmental impact.

In 2022 we balanced the books by drawing down on our generous philanthropic donations from the USA. We saw a reduction in donations from zoological facilities. This was due to the establishment of Wild Welfare (US), our sister organisation in the USA, which received funding and donations from institutions and organisations within the US which would normally donate to us. We do continue to receive donations from zoological facilities around the world, but we must focus on expanding our source of donations.

The public donations remained similar to 2021, although we did see a fall in donations from events and "other" sources of donations. There was a significant rise in the donations made to us by organisations, contributing towards or covering the costs involved in travel or other expenses associated with the delivery of our training or presenting at conferences.

Our expenditure only rose slightly from last year. Although we saw an increase in travel and field project activity, we did not see the same rise in expenditure. This was since much of the project work was directly funded and we had reduced staffing costs due to maternity leave and reduced consultancy fees.

As part of the launch of our 5-year strategy we will see an increase in our reach and impact through targeted partnership and delivery of

more training and development of resources. We will continue to revise our fundraising strategy, in line with the changing world, and take new opportunities to fund these projects. We have recruited a new Communications Manager so we will see an increase in salary costs and envisage an increase in spend on marketing to help support fundraising activities and awareness.

Wild Welfare continues to be in a strong financial position. This allows us to expand our reach and position ourselves as leading experts within zoos, aquariums, sanctuaries, rescue centres, and other sectors, building partnerships that help influence public attitude towards animal welfare and make positive changes which allow animals in captivity and the wild to thrive.

Turnover

Expenses/travel grants	4,681.82
Other Income	2,000.00
Public Donations	8,080.61
Trust & Foundation Donation	133,572.46
Zoological Donation	20,259.56
Total Turnover	168,594.45

Gross Profit	168,594.45
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Administrative Costs

Advertising & Marketing	939.85
Audit & Accountancy fees	4,663.32
Bank Fees	245.00
Charitable Donations	1,000.00
Project Expenses	27,854.46
Consulting	21,600.00
E-learning Expense	8,749.75
Employers National Insurance	5,884.24
Fundraising Expenses	338.02
General Expenses	233.41
Insurance	588.05
IT Software and Consumables	257.94
Pensions Costs	1,672.80
Printing & Stationery	49.78
Salaries	65,758.73
Total Administrative Costs	139,835.35

Tamsin Cracknell,
Trustee and Acting
Treasurer



THANK YOU

Wild Welfare is incredibly grateful to all its supporters, volunteers and advisors. Whether you have supported us in kind, through advice or have given us financial support, without your partnership we wouldn't be able to carry out our work.



The Silent Foundation





WILD WELFARE

IMPROVING ANIMAL WELFARE FOR
CAPTIVE WILDLIFE

An elephant we met this year during our training in Laos.